

News monitored for: Emami Group

Emami Ltd acquires 19% stake in nutrition company Tru Native F&B

FMCG firm's first buy in health and wellness space

OUR BUREAU
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Home-grown FMCG company Emami Ltd has acquired a 19 per cent equity stake in Tru Native F&B Pvt Ltd for an undisclosed consideration. Tru Native F&B markets nutrition products under the brand 'TruNativ'.

Tru Nativ F&B is a nutrition company with affordable and healthy food and beverage options targeted at health and fitness enthusiasts. It is a D2C brand and its products are sold through its website and e-commerce portals. The company aims to expand its footprint by selling through retail stores and supermarkets among others.

According to Harsha V Agarwal, Director, Emami Ltd, with health and wellness the buzzword for consumers today, the company sees tremendous potential in the nutrition segment. "We are delighted to announce our partnership with TruNativ through an investment in equity. Their product offerings are very unique as they are based on real consumer habits and issues. We are excited



Harsha V Agarwal, Director, Emami Ltd, said the company sees tremendous potential in the nutrition segment

to enter this segment which is in line with our investment strategy, and look forward to add meaningful value to the brand," he said in a press statement.

Strategic investments

This is Emami's first stake acquisition in the health and wellness space. The company has made strategic investments in two niche start-ups – a male grooming brand, The Man Company, and professional salon and spa products firm Brillare. In Brillare, Emami holds around 55 per cent and in The Man Company 48.5 per cent.

Per a 2017 survey, 73 per cent

of Indians are deficient in protein while more than 90 per cent are unaware of the daily protein requirement.

Nutrition deficiency

TruNativ focusses on addressing the nutritional problems of Indian households by bridging the gap in protein intake through its products, the statement said.

In a statement, Pranav Malhotra, founder, Tru Native F&B Pvt, said: "The nation as a whole is moving towards a healthier lifestyle which has been further accelerated by the pandemic. As consumers adopt a preventive approach, there has been a significant uptick in demand of protein, fibre, vitamins, etc., along with healthy food substitutes.

"TruNativ is poised to take benefit of this evolving opportunity through its innovative products delivered in convenient forms. It is exciting to have Emami come on board as a partner, who not only has very deep industry experience, but also believes in our vision to make TruNativ a household brand."